



National

POISON PREVENTION WEEK PLANNER



www.PoisonHelp.hrsa.gov

MEDIA ADVISORY TEMPLATE

A **media advisory** is a one-page invitation for media to attend your event that is distributed up to a week in advance of the event. It tends to follow a “who, what, when, where” format. **Before you distribute a media advisory or plan an event for *National Poison Prevention Week*, check with your Poison Center at 1-800-222-1222 to find out how you can coordinate with their efforts for the best results.** You may want to adapt the following media advisory language as needed for your event.

Media Advisory

Date

Contact: [Name—Must be a person who is available to answer questions from the media]
[Phone Number—Include cell phone if the person is not always available at the office]
[E-mail Address]

[Name of Organization] to Educate Public About Poison Prevention

[Event] being held to underscore the importance of poison prevention awareness during
National Poison Prevention Week

[Introductory paragraph providing background on the reason for the event:] Each year, more than 2 million poisonings are reported to the nation’s 60 Poison Centers, which can be reached through the national toll-free Poison Help line, **1-800-222-1222**. As part of *National Poison Prevention Week*, a national event designated by Congress, [Name of Organization] will host [event] to remind the people of [State or Community] of the dangers of poisons and how to prevent unintentional poisonings among people of all ages.

WHAT: [Description of the event in a few short sentences]

WHEN: [Date and time of the event]

WHERE: [Name and address of the event location]
[Web site of location, if applicable]

WHO: [Name and titles of those who are sponsoring the event and who will be speaking/
featured at the event]

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About Poison Help

Poison Help is a national campaign funded by the U.S. Department of Health and Human Services' Health Resources and Services Administration (HRSA) to educate people about how to prevent a poisoning from occurring and how to respond should one occur. The national Poison Help Web site, www.PoisonHelp.hrsa.gov, provides resources for parents, teachers, health professionals, and local businesses. It can be used to help with poison prevention activities and provides information for you to locate and contact your local Poison Center. People can also contact their local Poison Center through the national toll-free Poison Help line, **1-800-222-1222**, for information and assistance with a poisoning emergency.

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